



THE CITY OF NASHUA

Financial Services

Purchasing Department

"The Gate City"

May 2, 2016

Request for Proposals

DOWNTOWN WAYFINDING SIGN PACKAGE RFP0860-061616

The City of Nashua, NH, herein referred to as "the City" or "OWNER", is seeking proposals from qualified, interested parties to submit a Scope of Work and Detailed Cost Proposal to design a downtown wayfinding sign package for the area. The Scope of Work may be found on Page 4 of this Request for Proposal. Vendors will create a conceptual wayfinding program that identifies sign locations in the downtown area as well as arterial gateways into the downtown.

INSTRUCTIONS TO VENDORS:

Submit one (1) original and two (2) photocopies of the same, of the Scope of Work and Detailed Cost Proposal in a sealed envelope(s) or package(s) clearly marked "**Downtown Wayfinding Sign Package**". The names of those agencies that submitted a proposal will be posted on the website, under Bid Results, within three (3) hours of opening.

Proposals must be submitted, as outlined in the preceding paragraph, **no later than 3:00PM EST on Thursday, June 16th, 2016**, c/o Central Purchasing Office, Lower Level, City Hall, 229 Main Street, Nashua NH, 03060. Proposals must be submitted in a format no less than 8.5x11 and no more than 11x17 with digital copies of all printed material. All submissions must address the items specified in the proposal specifications. Postmarks or other timestamps will not be accepted in lieu of actual delivery. The firm can use whatever delivery mechanism it chooses as long as it remains clear that the firm is responsible for submissions prior to the date and time. The City of Nashua may reject any or all of the proposals on any basis and without disclosure of a reason.

Complete specifications and related documentation is available on our website, www.nashuanh.gov, under Services, Bid Opportunities, document **RFP0860-061616**. Related documentation includes: Schedule A: Sample Contract with General Terms and Conditions; Schedule B: Design and documentation of the 2003 sign package completed by Barlo Signs (Hudson, NH) outlining the original locations for wayfinding signs. Schedule C: 2015 Downtown Circulation Study (completed by VHB); and Schedule D: two maps displaying the conceptual area for gateway and pedestrian scale sign typologies. Schedule E: a map of suggested parking circulation route as concept for wayfinding. The successful bidder must maintain insurance coverage as outlined in the contract, on page 6, number 9 – Insurance.

INSTRUCTIONS TO VENDORS (continued):

The timeline for this project is as follows:

	Date	Time
Issue Request for Proposals	May 2, 2016	
Mandatory Pre-Bid Meeting (This meeting will double as a “Listening Session” for members of the public to share thoughts regarding downtown wayfinding and signage.)	May 12, 2016	10:00 am City Hall Auditorium 229 Main Street Nashua, NH 03060
Deadline for Vendor Questions	May 26, 2016	3:00 PM
Answers/Clarifications Posted	June 2, 2016	3:00 PM
RFP Responses due	June 16, 2016	3:00 pm, Purchasing Department, City Hall
Anticipated Award of Contract and Notice to Proceed; Begin Design & Fabrication	July 8, 2016	
Draft Design Package Due	August 4, 2016	
Presentation of the draft design package to the Downtown Improvement Committee	August 11, 2016	7:45 am City Hall Room 208 229 Main Street Nashua, NH 03060
2 nd Draft Design Package Due	Sept. 1, 2016	
Public Presentation of 2 nd Draft Design Package	Sept. 14, 2016	TBD
Final Design Package Due (Start Fabrication)	Sept. 29, 2016	
Sign Fabrication Complete (Delivery to DPW)	March 2017	TBD

Vendors are encouraged to submit questions via email; however, the City assumes no liability for assuring accurate and complete email transmission/receipt and is not responsible to acknowledge receipt. Inquiries must be submitted in writing, citing the RFP title, RFP number, Page, Section, and received no later than Thursday, May 26th, 2016 at 3:00PM:

James Vayo
Downtown Specialist – Economic Development
City of Nashua
229 Main Street
Nashua, NH 03060
Email: vayoj@nashuanh.gov
Phone: (603) 589-3070

INSTRUCTIONS TO VENDORS (continued):

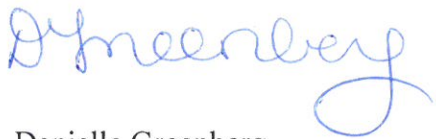
The City will consider all timely-received questions and requests for change and, if reasonable and appropriate, will issue an addendum to clarify or modify this RFP. Answers to vendor submitted questions and other addenda will be posted under document RFP0860-061616 on the City of Nashua website; www.nashuanh.gov, under Services, Bid Opportunities no later than Thursday, June 2, 2016, at 3:00PM.

Pursuant to NRO 5-71 (A), the City of Nashua supports the concept of purchasing products which are biodegradable, can be or have been recycled, or are environmentally sounds. Due consideration will be given to the purchase of such products. If you are bidding on any such products which qualify, please so indicate in a cover sheet by item number and description.

The City is exempt of all taxes. All bids must be FOB Nashua, NH. All bidders must comply with all applicable Equal Employment Opportunity laws and regulations.

Pursuant to NRO 5-78 (F), the purchasing manager shall not solicit a bid from a contractor who is in default on the payment of taxes, licenses or other monies due the city. Therefore, this bid request is void as to anyone who is in default on said payments.

Respectfully,



Danielle Greenberg
Purchasing Agent II
City of Nashua
greenbergd@nashuanh.gov

Scope of Work
RFP0860-061616
Downtown Wayfinding Sign Package

INTRODUCTION

The City of Nashua is accepting proposals for professional services to design and implement a Downtown Wayfinding Sign Package. The program will consist of a tiered progression of signage which begins at the prominent arterial roadways in the form of larger “gateway” signs. Wayfinding will assist visitors in locating the Municipal parking lots/structures (see Schedule E for a conceptual map of downtown parking circulation); wayfinding will then transition to a pedestrian orientation & scale to guide people to and from retail and civic destinations within walking distance of parking lots and structures. The attached map (see Schedule D) illustrates the approximate locations for the various tiers of signage. Professional services to be provided include: analysis of existing signage from the 2003 wayfinding sign package (See Schedule B), as well as mapping of locations where new signage will be installed. The final sign package [including gateway signs, vehicular & pedestrian wayfinding, parking identification, and informational directory kiosks] will include fabrication, submission of signage maintenance upkeep manual to DPW, and a post project evaluation for quality control one year from installation. The sign package does not require the inclusion of the installation of signage. The city would prefer to utilize City of Nashua’s Department of Public Works staff for the installation of signage. The vendor can submit a bid alternate for installation if it feels it can complete the work at a price point competitive with the city’s own costs for installation. Delivery of signs will be coordinated with City of Nashua’s Department of Public Works.

BACKGROUND

The City of Nashua has recently completed the construction of a two lane parkway known as the Broad Street Parkway (BSP). This parkway creates a new connection into Nashua’s Downtown with an entry point located in the historic Millyard district and introduces new traffic and pedestrian movement throughout the downtown. Due to the BSP, Nashua is in an ideal situation to reevaluate the overall wayfinding for downtown. Many elements of the city’s downtown master plan (2003) have been successfully accomplished; yet Nashua continues to move forward with major improvements such as the recently completed sidewalks, signage, and lighting on Main Street. The downtown master plan repeatedly references the importance of pedestrian scale, and a well-coordinated downtown aesthetic. An accurate and aesthetically pleasing wayfinding program is important to supporting the goals of Downtown Nashua.

BID ALTERNATES

The Nashua Downtown Master Plan as well as other city documents, note the importance of both arts and culture in the downtown as well as historical landmarks and venues. Nashua has

budgeted approximately \$70,000 to complete the research, design, and fabrication necessary to implement the downtown wayfinding program. Tentative completion date for the research/design portion of the program is **September 2016**. Considering the budget constraint, it is allowable for design & documentation to be proposed as a separate “Bid Alternate #1” from the fabrication & delivery with the intent of the city procuring additional funds in the next annual budget to complete the fabrication elements in a separate or modified RFP. While this is not the preferred scenario, the city understands the monetary limitations. Nashua’s downtown is a dynamic and complex urban environment in which physical changes are a constant. Existing downtown and gateway signage, (See Schedule B for details on the 2003 wayfinding sign package by Barlo Signs) has reached the end of its maintainable life. The replacement of the 2003 signage is an opportunity to create wayfinding which is more cohesive with recently completed improvements on Main Street. The city of Nashua is also planning changes to the traffic patterns on the core downtown streets. Many of these streets are one way and their direction of travel has direct impacts on the design of wayfinding signage. As part of this RFP, the inclusion of a “Bid Alternate #2” for design work for a future re-orientation of signage to complement modification of downtown traffic patterns is desired. This design work will consider a scenario in which pair of one way streets change direction or are made into two way streets (See schedule C for details). This will result in significant changes in the way vehicular traffic reaches municipal parking lots and parking structures. Considering this in the wayfinding design ensures future changes in traffic patterns will have a seamless integration with the executed downtown wayfinding sign package. If the installation of signage by the vendor is desired, please provide that information labeled as “Bid Alternate #3”.

OBJECTIVE

Nashua is seeking to implement a wayfinding signage program that will be consistent with the goals of adopted plans and addresses the following objectives:

- Wayfinding signage shall provide clear direction to points of interest for pedestrians, bicyclists and motorists alike. Information kiosks shall be located near hubs of greatest pedestrian activity.
- Vehicular wayfinding signage shall provide clear direction to municipal parking lots and garages. Parking signage should be considered as part of a continuous progression of detail, easily understood by vehicular traffic as it travels into downtown from the gateways and arterials.
- Incorporate low maintenance and long life design and materials where possible.
- All sign types shall share a unified design, incorporating modifications to or themes of existing public signage as needed. Signs shall complement the recently completed improvements on Main Street.
- The wayfinding signage should be easily tied into a cohesive marketing strategy for the downtown; signage should highlight the strengths and unique characteristics of distinct areas within downtown.
- All signage should be either MUTCD compliant or not interfere with the scope of MUTCD standards.

RESEARCH

- a. The Vendor will be familiar with the Nashua Downtown Master Plan, including locations of importance, as well as pedestrian, bike, and vehicular traffic patterns throughout downtown. (Available on the City of Nashua's Web Page via simple word search for "Downtown Master Plan")
- b. The Vendor will collect information on relevant points of interest, such as municipal buildings (Nashua Public Library, The Hunt Memorial Building, Etc.), municipal parking lots/structures, and restaurant/retail destinations to help identify ideal sign locations. Information on existing marketing efforts, key downtown events based organizations (such as Great American Downtown), and recommendations within the Nashua Downtown Master Plan should be referenced.

LOCATION AND DESCRIPTION

The Downtown Wayfinding Sign Package Proposal includes maps and related documentation on the City's website, www.nashuanh.gov, under Services, Bid Opportunities, document RFP0860-061616

The tasks to be completed include, but may not be limited to, the following:

- A. Provide sign design, including size, style, colors, materials, and text for the following sign types: (a) traditional pedestrian oriented wayfinding, (b) gateway (arterial) signage; (c) automobile oriented parking wayfinding, and (d) informational event/community kiosks. Up to two (2) sets of plans may be included as part of an alternate design package.
- B. Provide details, including a map or site plan identifying specific sign location, orientation, quantities, and cost estimates for each sign type. Provide policies, design criteria, and graphic convention for maintenance and upkeep of wayfinding signage. Sign locations shall be provided in AutoCAD or as a GIS layer via coordinates, for easy integration into the city's GIS database, fields to be included are: (a) information on the signs, (b) graphical representation of the sign from the design package, (c) specifications for lettering and general fabrication of sign.
- C. Identify modifications or replacement of existing signage within the project area, as applicable. Specifically, consideration of reuse of large signs on parking structures is encouraged.
- D. Provide a detailed cost proposal to implement your recommendation.
 - o The detailed cost proposal given shall constitute full compensation to the Proposer/Contractor to complete all work described in this Request for Proposals including but not limited to investigation, analysis, engineering, design, and fabrication. This detailed cost proposal shall include all materials; labor; tools; equipment, disposal of surplus material, and all else necessary to complete the work of fabrication.

- The detailed cost proposal shall also include coordination with the City and the City's representative. This coordination shall include, (a) attendance at no less than (3) public meetings by a managing member of the design team. Coordination will also include written weekly project updates to this city on fabrication and delivery.
- All costs associated with mobilization, demobilization, bonds, insurance, permits, inspections, environmental compliance and all else incidental shall be included in the detailed cost proposal.

Work is to be performed in accordance with the successful bidders (submitted or recommended) and (approved or negotiated) technical specifications and for a cost in accordance with the submitted cost proposal unless amended by written agreement between both parties.

SUBMITTAL REQUIREMENTS

- A. A **mandatory** pre-bid meeting will be held at 10:00 AM on Thursday, May 12th, 2016. Participants are to meet at the City Hall Auditorium (3rd Floor) 229 Main Street Nashua, NH 03060. You or your representatives are required to attend this meeting if you intend to submit a proposal. **In the event that you cannot make arrangements to be present in person, please contact James Vayo: Downtown Specialist – Economic Development via Email: vayoj@nashuanh.gov to make arrangements for attendance in the form of a web meeting.** This meeting will also serve as a "Listening Session" in which the general public will have the opportunity to share comments and thoughts related to wayfinding for Downtown Nashua.
- B. Scope of Work and Detailed Cost Proposal shall include your recommendation of a specific method for installation of the signage and all related components. It is suggested that the Vendor discuss their desired sign installation methods with the Director of Public Works prior to submission of recommendations to the city. Product and technical information must be included. Detailed cost proposals shall be written on a company letterhead, dated, and signed by authorized company personnel.

The Scope of Work and Detailed Cost Proposal may be negotiated with the selected vendor.

- C. Submissions – Submit one (1) original and two (2) photocopies of the same of the Scope of Work and Detailed Cost Proposal in a sealed envelope(s) or package(s) clearly marked "**Downtown Wayfinding Sign Package**" no later than Thursday June 16th, 2016 at 3:00PM EST to Central Purchasing, City Hall, 229 Main Street, Nashua, NH 03060. Central Purchasing is located in the lower level of City Hall.

EVALUATION PROCESS

- A.** Proposals shall be evaluated by specific criteria set forth in this RFP. All Proposals considered responsive shall be evaluated for completeness of data provided, support for all claims made, and the overall approach taken. The objective is to select a contractor, though the outlined evaluation process, whose Proposal is judged to be in the best interest of the City of Nashua.
- B.** Evaluation Criteria:
The Proposer selected for a contract will be the Proposer who's Proposal, as presented in response to this RFP, is the most advantageous to the City of Nashua. The City of Nashua is not bound to accept the lowest priced Proposal if that Proposal is not in the best interest of the City of Nashua as determined by the City of Nashua. The City of Nashua reserves the right to accept or reject any and/or all offers, to waive any and/or all formalities, to clarify any discrepancies in the Proposal, and to award a contract in the best interest of the City of Nashua.

Proposals may be evaluated using "best value" criteria including but not limited to:

- a.** Purchase Price
 - b.** Reputation of the Proposer and the Proposer's goods or services
 - c.** Proposer's past relationships, if any, with the City of Nashua
 - d.** Delivery dates and information
 - e.** Business references
 - f.** Proposer's equipment and facilities
 - g.** Any relevant factor that a private business would consider in selecting a contractor
- C.** Pricing: The Proposer shall provide Detailed Costs (pricing) for all tasks outlined in the Scope of Work.

Inquiries concerning this Request for Proposals shall be submitted in writing to James Vayo, Downtown Specialist of Economic Development, via email at VayoJ@NashuaNH.gov